



With nearly a decade of experience implementing comprehensive inbound marketing strategies for verticals running the gamut from e-commerce to hospitality, I've gained expert-level knowledge & the advanced skills needed to excel in this fast-paced industry.

From writing optimized content that ranks organically in search engines and drives cost-effective PPC campaign performance, to leading the development, execution & measurement of tactical multi-channel projects, I have a proven track record of success across an array of diverse clients.

Whether I'm A/B testing Facebook ads for a local business, or helping Fortune 500 companies rank on page one for important key phrases, I have accumulated the deep experience that promises results for clients.

Perhaps most importantly, I've learned to approach problems holistically by collaborating between teams usually separated by departmental silos and communicating effectively across management levels, finding creative solutions available only to those who've donned an array of proverbial hats throughout varied environments in the digital marketing landscape.

Core Competencies & Skills

SEO: On/Off-Page & Technical	Keyword Research & Alignment, Content Creation, On-page Element Optimization, Site Audits, Architecture & Design, Crawlablity, Mobile/Speed Performance, Internal & External Linking, Local SEO
SEM: PPC & Paid Social	Google Adwords & Display Network, Social Network Marketing, Facebook Ad Creation/Targeting/Management, Budget/Bidding Optimization, Tag & Pixel Management, Remarketing, Converting Ad Copy
Analytics & Data Visualization	Google Analytics & Omniture, Performance Analysis, Brightedge/SEMrush/Conductor Expert, Analytics Setup & Reporting, Goal & Event Tracking, UTM Parameters, Advanced Attribution Models, Forecasting
Web Design & Development	Advanced HTML, CSS, JS & PHP, Wordpress/Magento/Joomla CMS Expert, Schema Markup, Mobile/Responsive Design, Proficient in Photoshop & Adobe Suite, Custom CSS Frameworks

Work Experience

Matt Hoff Digital Marketing: SEO/SEM Consultant & Web Developer – *August 2016 to Present*

- ❖ Conduct day-to-day acquisition and management of clients, including the creation of RFPs and SOWs, as well as execution of digital strategy, quarterly marketing plans, and measurement of performance
- ❖ Deploy optimized and fast-loading websites that perform exceptionally on mobile devices
- ❖ Integrate SEO best practices into design phase of new websites, and optimize clients' existing digital properties to perform exceptionally in search results and paid advertising networks, which included several real estate companies successfully decreasing vacancy rates throughout properties' rental cycles
- ❖ Audited *Universal Windows Direct's* Adwords campaigns, culminating in the planning and execution of a completely revamped strategy, resulting in double the clicks (170 to 392) at almost a third of the cost-per-click (\$13.39 to \$5.93), while ensuring conversion rates remained steady

Merkle: Search Account Manager – *June 2015 to August 2016* | SEO Specialist – *October 2012 to July 2014*

- ❖ Managed the day-to-day progress of multiple digital marketing strategies, from planning through implementation and measurement, while ensuring that said process follows defined client goals, KPIs and internal timelines. Included regular status reporting, prioritization and issue management across multiple clients and business units
- ❖ Provided in-depth technical recommendations for client accounts, as well as conducting audits of clients' sites for SEO opportunities and optimization best practices, including *Fortune 500 companies* Comcast, United Airlines and MetLife, plus Kimpton Hotels, Kohler's catalogue of brands, and Protective Insurance
- ❖ Helped lead the execution of Comcast's rebranding effort to XFINITY, including ensuring client's multiple digital properties maintained search engine rankings and organic traffic while implementing new SEO recommendations and site architecture improvements, which not only resulted in the maintaining of organic rankings and traffic, but eventual increase as a direct result of our strategy
- ❖ Assisted in the onboarding and training of associate level employees, including the development and execution of SEO training programs and participation in a mentorship program. Responsible for the creation of several internal and external documents including company whitepapers, thought leadership and standard operating procedures

Seer Interactive: Senior Search Account Manager – *June 2014 to July 2015*

- ❖ Produced and drove SEO digital strategies across multiple industries, while creating quarterly plans to be measured against clients' key performance indicators set up and tracked in Google Analytics to ensure our decisions and tactics were data-driven
- ❖ Responsible for team of 4 SEO specialists across 4-5 clients. Ensured tasks were delegated when necessary while overseeing client & professional development tracked across business and personal goals
- ❖ Organized and spearheaded small team of strategists tasked with the development of Seer's Mobile Optimization business unit in the wake of Google's announced mobile algorithm update
- ❖ Major project successes included full scale technical audit of Under Armour's domestic and international ecommerce websites, with a focus on correct href lang implementation and mobile optimization best practices; successful launch of Commune Hotel's new Thompson Hotel brand "Tommy," aimed toward millennial travelers via strategic analytics segmentation and outreach; development of mobile-first strategy for Myntra, an India-based ecommerce fashion brand, which included successful implementation of deep link app indexing, app store optimization and review acquisition

 **Education & Certifications**

University of Pittsburgh: English Literature & Creative Writing – *2006 to 2010*

